

Innovative Medical Assistant Program Solves Multi-Specialty Group Care Team Shortages

THE PROBLEM

A large multi-specialty group was struggling with chronic Medical Assistant openings. These staffing challenges impacted the organization's efficiency and patient throughput, resulting in decreased patient access and a downturn in patient satisfaction. Care team members had to tackle below license tasks, as well as additional workloads, to cover chronically open positions. These conditions created a downward spiral with further talent attrition and decreasing morale.

THE SOLUTION

The organization decided to partner with HealthChannels, rather than a traditional contingent staffing firm, to leverage an innovative turnkey medical assistant partnership that augmented their existing staffing. HealthChannels handles the recruitment, hiring, training, and management of the program, allowing care team members to focus on top of license activities.

"HealthChannels' training platform enables quality MAs to come into our organization with the basics nailed, allowing us to do quick orientations and allowing our managers to do their job," stated their COO.

THE RESEARCH



Working with an incompletely staffed team was associated with a greater prevalence of burnout.

48%

of respondents met the criteria for burnout



48%

of respondents worked with an under-staffed team



THE MARKET

60%

AVERAGE ANNUAL TURNOVER
FOR MEDICAL ASSISTANTS

\$60K

AVERAGE COST OF MA
POSITION TURNING OVER

3.5x

MA JOB GROWTH COMPARED TO
PHYSICIANS OVER NEXT DECADE

Source: US Department of Labor, MGMA DataDive

THE RESULTS

By adding a HealthChannels partnership, the facility was able to return to its former levels of efficiency, with a marked improvement in the outlook and performance of its providers. “Everyone is super happy to have the HealthChannels Medical Assistants to help fill our gaps, and the physicians have confidence in our ability to serve our population,” said the Director of Internal Medicine.

Now, the organization has expanded its partnership to include more than twenty medical assistants from HealthChannels. By augmenting coverage across facilities, medical assistants have improved provider efficiency and satisfaction organization-wide. This improved efficiency has allowed the client to expand their service offerings, providing increased access and capturing unmet patient demand.

The Human Resources team has also experienced a significant increase in productivity. “The timeliness to fill our openings and the quality of the onboarding experience, which reduces our time to train, has been the most recognizable impact!” the Vice President of HR said. The team also shared that, by partnering with HealthChannels, they weren’t concerned about the quality of the candidates, and have finally recouped the time to tackle additional initiatives. “We could recruit, but our team had difficulty scheduling interviews or doing training with poor quality applicants, along with their other duties.”

“

We are about to do a major EMR upgrade at the end of the year, and we could not have even considered moving forward without the HealthChannels partnership. I have not seen my team so engaged or happy in a very long time. - Organization CEO

”